

**Amendment to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

Claim 1. (Withdrawn) A gel comprising a scent and a matrix to form a scented gel, wherein the scented gel maintains its scent after one or more washes in cold water and mild detergent.

Claim 2. (Withdrawn) The gel of claim 1, wherein the scent comprises a water-soluble scent.

Claim 3. (Withdrawn) The gel of claim 1, wherein the scent comprises an oil-soluble scent.

Claim 4. (Withdrawn) The gel of claim 1, wherein the scent comprises an alcohol-soluble scent.

Claim 5. (Withdrawn) The gel of claim 1, wherein the scent is a multi-component scent mixture.

Claim 6. (Withdrawn) The gel of claim 1, wherein the scent and polymer matrix is permanent.

Claim 7. (Withdrawn) The gel of claim 1, wherein the matrix comprises one or more monomers that are catalyzable into a polymer.

Claim 8. (Withdrawn) The gel of claim 1, wherein the matrix comprises a plastisol gel and a hydrogenated rosin resin.

Claim 9. (Withdrawn) The gel of claim 1, wherein the scent and matrix is cured at less than 200 degrees Fahrenheit.

Claim 10. (Withdrawn) The gel of claim 1, wherein the scent has a flashpoint that is less than the curing temperature of the matrix.

Claim 11. (Withdrawn) The gel of claim 1, wherein the scent and matrix is colorless.

Claim 12. (Withdrawn) The gel of claim 1, further comprising a color.

Claim 13. (Withdrawn) The gel of claim 1, further comprising an antifungal agent.

Claim 14. (Withdrawn) The gel of claim 1, further comprising an antibacterial agent.

Claim 15. (Withdrawn) The gel of claim 1, wherein the matrix is adapted for deposition from between about 5 to about 800 microns.

Claim 16. (Withdrawn) The gel of claim 1, wherein the scent and the matrix are provided in a ratio from about 1:50 to about 50:1 (v/v), respectively.

Claim 17. (Withdrawn) The gel of claim 1, wherein the matrix comprises an "H" base polymer.

Claim 18. (Withdrawn) The gel of claim 1, wherein the scented gel has a ratio of about 100 parts matrix to about 2 to about 40 parts scent wherein the scented gel has a flash point of up to about 350 Fahrenheit and further comprising about 5 to about 7 parts of a thickener and about 2 parts catalyst.

Claim 19. (Withdrawn) A scented article comprising:

a substrate; and

a scented gel disposed on or about the substrate comprising a scent and a polymer matrix, wherein the cured scented gel maintains its scent following one or more washes in cold water and mild detergent.

Claim 20. (Withdrawn) The scented article of claim 19, wherein the substrate is selected from the products listed in Table 1.

Claim 21. (Withdrawn) The scented article of claim 19, wherein the scented gel is deposited on a substrate with a thickness of between about 5 and about 800 microns.

Claim 22. (Withdrawn) The scented article of claim 19, wherein the substrate has disposed thereon a design.

Claim 23. (Withdrawn) The scented article of claim 19, further comprising a protective layer that is deposited between the substrate and the scented gel.

Claim 24. (Withdrawn) The scented article of claim 19, further comprising a protective layer that is deposited on the scented gel.

Claim 25. (Withdrawn) The scented article of claim 19, wherein the substrate has a first surface that is generally not visible and the scented gel is deposited on the first surface.

Claim 26. (Withdrawn) The scented article of claim 19, wherein the scented gel has a ratio of about 100 parts matrix to about 2 to about 40 parts scent wherein the scented gel has a flash point of up to about 350 Fahrenheit and further comprising about 5 to about 7 parts of a thickener and

about 2 parts catalyst.

Claim 27. (Withdrawn) The scented article of claim 18, wherein the scented gel carrier is deposited using a high speed printing machine.

Claim 28. (Withdrawn) A method for preparing a scented gel carrier, comprising the steps of:

mixing one or more scents with a matrix to form a scented gel carrier; and

allowing the mixture to season for at least about one hour, wherein the resulting seasoned mixture when cured onto a substrate maintains a scent for at least about one week.

Claim 29. (Withdrawn) The method of claim 27, wherein the scented gel carrier may be dispensed onto a continuously moving sheet in a high speed manufacturing line.

Claim 30. (Withdrawn) The method of claim 27, wherein the scented gel carrier has sufficient mechanical integrity to retain its shape under ambient conditions; releases a scent in a manner that substantially preserves the native scent upon release; and may be provided to continuous process in a high speed line.

Claim 31. (Withdrawn) The method of claim 27, wherein the scented gel carrier comprises a ratio of about 100 parts matrix to about 2 to about 40 parts scent wherein the scented gel has a flash point of up to about 350 Fahrenheit and further comprising about 5 to about 7 parts of a thickener and about 2 parts catalyst.

Claim 32. (Withdrawn) The method of claim 27, wherein the adhesive comprises a hydrogenated rosin resin.

Claim 33. (Withdrawn) The method of claim 27, wherein the scented gel carrier comprises 100 parts gel to 20 to 40 parts per scent in a hydrogenated methyl ester rosin resin with a flash point of up 350 F.

Claim 34. (Withdrawn) The method of claim 27, wherein the scented gel carrier is allowed to season for at least about one hour prior to application onto a substrate.

Claim 35. (Withdrawn) The method of claim 27, wherein the scented gel carrier is cured at about 275 F for at least about 15 seconds.

Claim 36. (Withdrawn) The method of claim 27, wherein the scented gel carrier is cured at

about 275 F for at least about 15 seconds and the resulting cured scented gel carrier maintains a scent after at least two washes in cold water followed by air drying.

Claim 37. (currently amended) A method of applying a scent to an article, comprising the steps of:

applying a scented gel carrier to a substrate, wherein the scented gel carrier comprises one or more scents dispersed in or about a polymer matrix comprising a plastisol-type composition and an adhesive or a tackifier; and

curing the scented gel carrier at a temperature that is at about or less than the flashpoint of the scent to bond the scent gel carrier to the article such that ~~the cleaning one or more washes with a mild detergent~~ of the article will not remove the scented gel carrier from the article.

Claim 38. (Original) The method of claim 37, further comprising applying a protective coating to the substrate.

Claim 39. (Original) The method of claim 37, further comprising applying a protective coating to the scented gel carrier.

Claim 40. (Original) The method of claim 37, wherein the scented gel carrier is applied to the substrate by spraying.

Claim 41. (Original) The method of claim 37, further including the step of applying the scented gel carrier on a surface of the substrate that is not generally visible during use of the article.

Claim 42. (Original) The method of claim 37, wherein the scented gel carrier is colorless.

Claim 43. (Original) The method of claim 37, wherein the scented gel carrier is applied to the substrate by screen printing.

Claim 44. (Original) An article of manufacture made in accordance with the method of claim 37.

Claim 45. (New) The method of claim 37, further comprising a thickener or a catalyst that reduce the transfer into a porous substrates and to increase the strength of the scented gel carrier upon curing.

Claim 46. (New) The method of claim 37, the scented gel carrier includes a ratio of about 100 parts polymer matrix to about 2 to about 40 parts one or more scents.